

Property Industry Flyfishers Annual Report 2022

- Membership growth continues.
- Sourcing value for money fishing remains a challenge.
- Low water / flow badly affected the Bourne, Ebble and Trout Lake Carrier bookings.
- Salmon timeshares - £16,000 spent and £32,000 committed.
- False start on joining fees (£3,000 cost)

Historic metrics:

Year	Members	Subs	Fishing Cost	Total Available	Fishing Sold	Wasted	Actual Profit/Loss
2023 est	495	£22,000	£100,000	£130,000	£90,000	£30,000	£-10,000
2022	450	£17,000	£85,000	£120,000	£83,500	£27,000	£-1,500*
2021	430	£13,250	£58,600	£65,200	£60,000	£5,200	£1,400
2020	360	£10,600	£48,200	£62,650	£54,000	£12,650	£1,800
2019	260	£9,000	£35,999	£36,830	£32,660	£4,170	£-3,339
2018	220	£7,300	£29,296	£25,425	£24,955	£470	£-4,341
2017	167	£5,170	£24,057	£25,185	£23,240	£1,945	£-817
2016	140	£4,000	£20,000	£21,000	£19,000	£2,000	£-1,000

Positives

- Cash reserves continue high, (£20,000) even after timeshare purchases (£16,000)
- Park Stream - daily fishing in 2022 exploited it's potential successfully – high catches and good feedback
- Grayling bookings still positive
- Better catch return data – see below
- Added Chilbolton Meads, Test from Howard Taylor, Upstream Dry Fly, but at a large loss
- More fishing agreed in 2023 at Houghton Lodge, Nursling, Testwood and Chilbolton Meads.
- Enquiry raised about Abbots Barton, Itchen, Fulling Mill and Lower Itchen Fishery

Challenges

- Bossington opened “ditch” between Park Stream and Lake – poor maintenance but higher water level (despite drought) made servicing it a challenge. Improvements agreed for 2023.
- Ebble lost – poor angler behaviour cited
- Wylde lost – unreasonable cost hike by Simon Cooper

Highlights for the year

- Scottish Salmon timeshare purchases made – 2 Nith “K” rods (6 rod weeks fishing in May, Aug, Nov) plus Spey –Craigellachie whole (4 rod) beat March week (£12,000 plus £1,200 set up fees) low ongoing management charges.
- Commitment made for a 2nd week Craigellachie, Spey – prime week end May (£4,000 pa x 8 years) will own from 1/1/2023
- Ownership of the timeshare assets will require Joining Fees for new members - £100 non- RICS; £50 RICS
- WhatsApp interaction steady but only 280 from 490 are using it.
- Website back up / resilience reviewed with both Clubmate and Pisc Soc providers – no action needed as “off the peg” solutions do 90% of the job
- It’s always good to remind ourselves of the reason for the success of the club. The pricing model we offer members is hugely attractive. Where prices can be compared, club member recharge rates are very competitive. Examples include:

Fishery	Agency/Direct (est)		Pifflers	
	High Season	Low Season	High Season	Low Season
Peacock, Rowsley	150	75	50	30
Broadlands, Test	285	195	125	30
Itchen Carrier	250	150	100	30
Denford, Kennet	160	130	100	50
Testwood, Test	200	200	150	100
Wylde	150	75	65	25
Houghton Lodge Gardens, Test	350	200	150	100

Catch data

Fishery	No. returns	No shows	Guests	Total Fish	Taken	BT	RT	ST	Grayling	Others
Avon, Bickton Mill Syndicate	26	5	13	122	66	3	107	0	0	8
Avon, Northend	22	9	4	4	0	0	0	0	0	4
Avon, Salterton	12	5	4	21	1	18	0	0	1	2
Avon, Salterton (grayling)	0	0	0	0	0	0	0	0	0	0
Bourne, Hurdcott	11	6	3	8	0	6	0	0	2	0
Christchurch Harbour	3	0	2	0	0	0	0	0	0	0
Dun, Hungerford Marsh	41	4	22	134	6	127	0	0	5	2
Dun, Hungerford Marsh (grayling)	4	1	1	20	0	0	0	0	11	9
Ebble, Coombe Bissett	16	5	6	43	0	39	0	0	4	0
Itchen, Easton	24	3	6	87	2	61	0	0	26	0
Itchen, Easton (grayling)	6	0	1	36	0	4	0	0	32	0
Itchen, Easton Carrier	27	9	11	58	0	48	0	0	10	0
Itchen, Easton Carrier (grayling)	2	0	0	3	0	2	0	0	1	0
Kennet, Avington and Denford	29	2	11	149	21	77	60	0	3	3
Nith, Closeburn Castle	0	0	0	0	0	0	0	0	0	0
Nursling, Little River	3	0	3	5	3	0	0	0	0	3
Peacock Flyfishing	19	5	8	63	0	36	21	0	6	0
Spey, Craigellachie	6	0	5	0	0	0	0	0	0	0
Test, Broadlands	94	14	41	218	21	154	3	0	36	23
Test, Chilbolton Meads Lower	0	0	0	0	0	0	0	0	0	0
Test, Chilbolton Meads Upper	2	0	1	8	2	4	1	0	3	0
Test, Houghton Lodge Gardens	39	2	17	212	43	129	50	0	30	4
Test, Houghton Lodge Gardens (grayling)	2	0	1	7	0	4	0	0	2	0
Test, Leckford	10	0	5	30	20	16	12	0	1	0
Test, Mill Lane Syndicate	8	1	3	29	0	21	1	0	7	0
Test, Mottisfont Estate	14	2	9	51	8	39	5	0	7	0
Test, Nursling Salmon and Trout	5	0	1	11	2	4	1	2	1	3
Test, Park Stream	87	9	45	172	19	121	28	0	23	0
Test, Park Stream (grayling)	2	0	1	3	0	1	1	0	1	0
Test, Testwood Pool	16	1	9	20	0	3	0	7	0	7
Test, Trout Lake Carrier, Bossington	20	4	10	15	2	14	0	0	1	0
Tring Reservoirs	5	1	1	9	1	0	9	0	0	0
Wylde, The Dower House	14	5	4	49	3	34	0	0	15	0

Perhaps the most gratifying aspects of running Piffers is that it attracts young members who want to fly fish but struggle with the costs. We offer free membership for those in full time study, plus day rates from £5.

We welcome members input both as to fisheries which might be interested in our approach and for events of interest. Please keep the suggestions coming.

In 2022 we explored the potential for an arrangement with Teffont Flyfishers who operate 5 miles of the Nadder above Compton Chamberlain, massive thanks to Rob Gibson for ferreting this out. No appetite at this point.

The never-ending job of keeping the website up to date and accurate remains a challenge but is crucial, as are ideas about how to improve and make more accurate and user friendly its content.

Good support from members to the benefits subscribers - we are fortunate to enjoy member discounts from a range of fishing related shops, details and discount codes can be found in the Member Benefits section of our website, please take advantage, the more we use the better deals we can negotiate.

Last year we flagged that the signing of leases generates the question of the need to limit the club's liabilities. Whilst we are fully insured through the Anglers Trust scheme for clubs, many clubs are moving towards Limited status or CASC (Community Amateur Sports Club)

Thanks to a contact of Charles Dring we explored the VAT threshold which is £85,000 and were reassured this is not something we need to be concerned about.

Vacancies for new sponsors remain.

Collaboration with Lloyds remains very positive – not least because 2 sets of committees seeking new opportunities beats one! Despite mutual concerns about booking alacrity, I firmly believe combining the dates behind the scene would offer greater benefit to both memberships – wider choice of venues and dates. This is under review.

Finally, huge thanks to the committee for their support and hard work and to the members for your support and positive feedback!